

Request for Proposals # 21-3605
Clarification Question for
Professional Data Analysts

Response Due: March 22, 2021 by 3:00PM EST

Instructions: Please provide a response to the clarification question/inquiry below. Information provided in the clarification response will be considered as part of the respondent's proposal. Where appropriate, supporting documentation may be referenced by specific page and/or paragraph number(s). If the response contains confidential information, as defined by IC 5-14-3, please reference the attached confidential material and separate from the rest of this response document. Otherwise, a redacted version of this clarification document will need to be submitted.

The question/inquiry below is in reference to the Professional Data Analysts response to the External Evaluation Services RFP (21-3605). Please provide a detailed explanation for the question/inquiry.

1. Please provide a detailed explanation and cost breakdown for the costs for Task 3 (5 Year Strategic Plan Evaluation).

Indiana Cost Clarification

The costs for Task 3 include the 5 Year Strategic Plan Evaluation as well as other activities mentioned in the RFP and proposed by PDA that were not explicitly included elsewhere in the required cost proposal form: Overall impact and effectiveness (1.4.2 B bullet point 10 & 1.4.3 E), Technical Assistance/Training (1.4.2 A bullet point 1), Emerging areas/ad hoc evaluation (1.4.2 G), and project management (1.4.2 A & B).

Below is a table with the costs associated with each component and who will complete (PDA or a subcontractor) and detailed descriptions of the proposed activities. The requested information reflects the Best and Final Offer pricing.

Task 3 Costs

Task	Year 1	Year 2	Year 3	Year 4
5 Year Strategic Plan Evaluation: PDA	\$30,100.00	\$10,750.00	\$10,915.00	\$10,915.00
5 Year Strategic Plan Evaluation: Ann St Claire	\$5,200.00	\$5,200.00	\$5,200.00	\$5,200.00
Overall impact and effectiveness: PDA	\$11,160.00	\$34,390.00	\$30,392.00	\$30,392.00
TA/Training: PDA	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
TA/Training: Transform Group	\$15,250.00	\$15,250.00	\$15,250.00	\$15,250.00
Emerging Areas/Ad hoc evaluation: PDA	\$25,080.00	\$25,080.00	\$25,482.00	\$25,482.00
Emerging Areas/Ad hoc evaluation: Bingle Research Group	\$12,450.00	\$12,450.00	\$12,450.00	\$12,450.00
Project Management and General Support: PDA	\$62,940.00	\$62,940.00	\$63,646.00	\$63,646.00
Total: Task 3	\$167,180.00	\$171,060.00	\$168,335.00	\$168,335.00

5 year Strategic Plan Evaluation

PDA allocated \$51,250 to the 5-year strategic plan evaluation over two years. This includes the initial plan, planned annual updates, and other modifications as needed. PDA would work closely with TPC staff to translate the 2025 Indiana Tobacco Control Strategic Plan into an actionable evaluation plan, outlining all areas of the program and tailoring the evaluation based on the program activity, TPC priorities, and external factors that influence tobacco control efforts, such as policy changes, new external research findings, or changes to the tobacco product landscape. Our subcontractor, Ann St. Claire, would support our efforts bringing her strategic planning experience from her role as Director of Evaluation and Survey Research for ClearWay Minnesota. Our written evaluation plans typically include an evaluation approach, evaluation questions, study design, measures, data collection methods, analysis plan, reporting plan, and timeline. These would be tailored to each evaluation component using the most appropriate methods, tools, and reporting formats that fit the needs of TPC. This plan would be reviewed and approved by TPC and would guide all evaluation activities, with modifications annually or as needed.

Overall Impact and Effectiveness

PDA allocated \$45,550 to the overall impact and effectiveness component of the evaluation over two years. The request for proposals asked that the evaluator produce an annual evaluation report on the

impact of TPC programming (1.4.2 B bullet point 10) and provide guidance on reporting the impact and effectiveness of the program along with analysis of state and national data (1.4.3 E).

PDA proposed to develop an annual report of TPC's overall impact and effectiveness that would synthesize information from all evaluation components, surveillance data, and grantee data. National and state datasets would be procured and analyzed as needed. PDA made two assumptions about this portion of the evaluation because it was not clear when the reporting would be expected: We assumed 1) a September due date for the report based on previous TPC annual reports and 2) a July start date for the contract based on the TPC's fiscal year. In year one, we could not feasibly produce a comprehensive report so soon after the contract is initiated, while we will be conducting discovery and startup activities. Our budget for year one (\$11,160) assumes that we would provide guidance and support for FY21 TPC reporting in the summer and fall of 2021, as needed. We would begin preparing for the first full report on FY22 Program Impact and Effectiveness in the spring of 2022, with a report written by PDA and submitted later in year two (\$34,390).

Technical Assistance and Training

PDA allocated \$40,500 for technical assistance and training of the TPC grantees over two years. PDA and our subcontractor Transform Group would provide on-going evaluation training and technical assistance to grantees as needed to conduct local-level evaluation activities, to comply with TPC reporting requirements, to locate and use surveillance data to inform programming, and/or to contribute information for the Overall Impact and Effectiveness Report. We would also provide guidance on how to use evaluation results to strengthen their programming. Support may be provided to grantees in the form of conferences or webinars, ad hoc assistance, and consultation for evaluation of initiatives.

Emerging Areas/Ad hoc evaluation

PDA allocated \$75,060 for evaluation of emerging areas over two years. We propose a series of ad hoc reports to investigate emerging questions, take deeper dives into newly identified problems, or study areas of interest to TPC (the emerging areas listed in 1.2.3.G are potential subjects for ad hoc reports). The number of reports would depend on the scope of the requests. This also allows flexibility for unplanned and emerging needs. These ad hoc reports would be completed by PDA and our subcontractor, Bingle Research Group. In addition to ad hoc reports, PDA would also provide recommendations and guidance for requests that did not require large evaluation projects. We would bring our learnings from previous evaluation studies and the ongoing monitoring of developments in the field to keep TPC updated and to ensure the evaluation adapts and responds to these changes.

Project management and general support

PDA allocated \$125,880 to project management and general support over two years. PDA would coordinate and collaborate with TPC to design, implement, and report on all components of the evaluation. This would include regular and ad hoc client meetings and communications with the PDA team staffed on this project as well as internal meetings to manage all of components of this contract. This would also include any additional background discovery and document review to get the PDA team fully onboarded to the project. PDA would provide management and oversight of the PDA evaluation team, as well as contracting, invoicing, onboarding, management, and oversight of subcontractors.

The budget includes time for the creation and maintenance of project structures and systems to ensure high quality and timely deliverables, budget management, and financial reporting. It includes establishing any necessary data use agreements, HIPAA business associate agreements, application for Institutional Review Board approval of human subjects protections, and setting up secure data transfer, storage and access processes. PDA will coordinate, meet, and develop relationships with TPC partners to gather information for the evaluation and to advance TPC goals, and work with previous evaluators and

researchers to transition any project knowledge, data, and materials to PDA. PDA staff will also be responsive and available for general evaluative and programmatic support for unexpected or emerging needs as they arise. These may be requests from internal or external partners or guidance on evaluation or research projects performed by other contractors. These requests may also include additional data analysis or automated data processing and reporting.